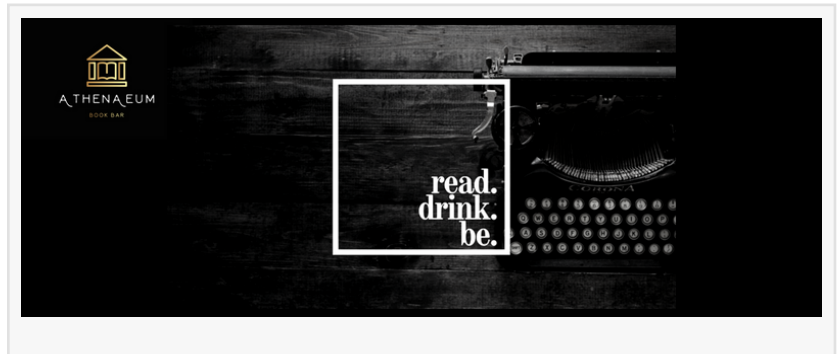


New Bookstore Concept Aims to Help Customers ‘Rethink Their Relationship with Bookstores’!

With an increasing amount of bookstore closings, a Chicago woman has responded with a cool new twist on an old favorite.

CHICAGO, IL, USA, June 20, 2018 /EINPresswire.com/ -- With an increasing amount of bookstore closings, a Chicago entrepreneur has responded with a new twist on an old favorite.



A new Chicago bookstore, set to open in August, uses technology and a monthly membership model to draw in its customer base. The unique space combines comfort, technology, and a restaurant/bar in a playful Fulton Market location.

“

My favorite places have always been libraries and bars, so I wanted to bring the best parts of both into one really cool spot.”

Owner, Danielle Mullen

“The goal was to create a venue that I’d love to hang out in.” said concept-creator and owner, Danielle Mullen. “My favorite places have always been libraries and bars, so I wanted to bring the best parts of both into one really cool spot.”

The store combines a library-themed concept with a bar, restaurant, and all-around hangout spot. With a monthly membership model, visitors are able to ‘checkout’ a specified number of books via their app, and either return them to checkout more, or purchase them outright. Users are also

able to pre-order drinks and appetizers, as well as reserve breakout space. While you don’t have to be a member to shop, VIP members get chip-embedded cards that allow access to the membership-only floor, which is appropriately decked out with a top-shelf whiskey bar and cigar lounge.

“I think it’s important to give customers options in whether or not they’d like to purchase the physical book outright. I also think customers will love the idea of being a part of a great new concept!”, says owner.

Athenaeum will be introducing itself to the city via its first pop-up shop taking place August 10th-12th, 2018 at Block 37. The ‘Art is Life’ themed pop-up will include art-based books, curated cocktails, and a live street-art demonstration. The company’s Indiegogo campaign (https://www.indiegogo.com/projects/welcome-to-the-future-restaurant-books/coming_soon/a/x/18172005) is set to launch on Friday, June 22nd, giving potential customers a chance to purchase their monthly memberships at a discounted rate.

About Athenaeum, Inc.:

Athenaeum is a bookstore concept that includes technology in an attempt to better cater to today's readers. Focusing on customer experience as well as ease of use, Athenaeum looks to create a comfortable space where both avid readers and eccentric creatives can come together and enjoy themselves. For more information please visit www.athenaeumbookbar.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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